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MERTON G. ELLIS
BULB GARDENS
CANBY, OREGON

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☆ APR 17 1937

☆ CANBY, OREGON

U. S. Department of Agriculture.



*Just
one
of
The
Oregon
Giants*

U. S. DEPARTMENT OF AGRICULTURE,

WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY
Fruit and Vegetable Crops and Diseases

GPO 8-3591

M. R. 6

Superior and Unusual Gladiolus

Newer Ellis Originations

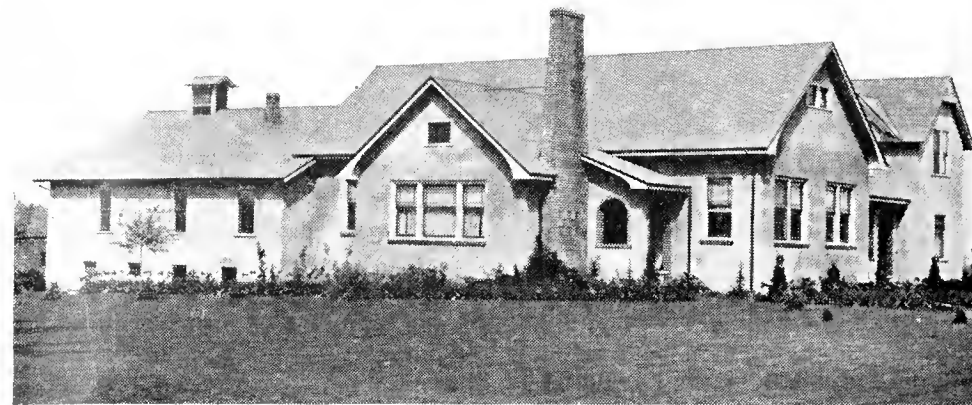
These prices will remain fixed, with no change during this selling season, including Spring of 1937.

| Bulbs — Per Each | No. 1 | No. 2 | No. 3 | No. 4 | No. 5 | No. 6 | Bulbets each |
|---|--------|--------|--------|--------|--------|--------|--------------|
| Ababa (Ellis) tall bronze red, very many open..... | \$1.50 | \$1.25 | \$1.00 | \$.75 | \$.50 | \$.25 | \$.15 |
| Abe (Ellis) great new cutflower, tall deep pink..... | 12.00 | 10.50 | 9.00 | 7.50 | 6.25 | 5.00 | .75 |
| Chief Multnomah (Ellis) extra large tall smoky red..... | 1.50 | 1.25 | 1.00 | .75 | .50 | .25 | .15 |
| Curls of Gold (Ellis) ruffled deep golden yellow..... | 1.00 | .80 | .60 | .50 | .40 | .30 | .10 |
| Eric The Red (Ellis) large gorgeous red..... | 4.00 | 3.50 | 3.00 | 2.50 | 2.00 | 1.50 | .30 |
| Flying Squadron (Ellis) very large deep pink..... | .75 | .60 | .50 | .40 | .30 | .20 | .10 |
| Gem of Sparta (Ellis) tall apricot, heavy texture..... | 4.00 | 3.50 | 3.00 | 2.50 | 2.00 | 1.50 | .30 |
| Golden Fleece (Ellis) very deep clear yellow..... | 2.00 | 1.75 | 1.50 | 1.25 | 1.00 | .75 | .15 |
| James FitzJames (Ellis) very large brilliant red..... | 12.00 | 10.50 | 9.00 | 7.50 | 6.25 | 5.00 | .90 |
| Mammoth Pink (Ellis) very large pink..... | 1.50 | 1.25 | 1.00 | .75 | .50 | .25 | .15 |
| New Era (Ellis-Majeski) frilled LaFrance pink..... | 8.00 | 7.50 | 6.75 | 6.00 | 5.00 | 4.00 | .60 |
| Oregon (Ellis) very attractive large shell pink..... | 2.50 | 2.10 | 1.80 | 1.45 | 1.10 | .85 | .20 |
| Royal Pink (Ellis) large clear bright deep pink..... | 3.00 | 2.50 | 2.00 | 1.50 | 1.00 | .50 | .30 |
| Spanish Cavalier (Ellis) Brilliant red, cream throat..... | 3.00 | 2.50 | 2.00 | 1.50 | 1.00 | .50 | .30 |
| Superwhite (Ellis) very large and very white..... | 1.50 | 1.25 | 1.00 | .75 | .50 | .25 | .15 |
| Whispering Hope (Ellis) very large salmon pink..... | 1.00 | .80 | .60 | .50 | .40 | .30 | .10 |
| White Sword (Ellis) tall white, many open..... | 1.00 | .80 | .60 | .50 | .40 | .30 | .10 |
| Wings of Song (Ellis) fine pink Picardy seedling..... | 5.00 | 4.25 | 3.75 | 3.00 | 2.50 | 2.00 | .45 |

10 at 8 times single price.

100 at 8 times price per 10

You will do well to order early while stocks are complete. Stocks are very limited of many of these. Prices are f. o. b. Canby, Oregon, and subject to prior sale. See our free Bulbalog for prices on Golden Chimes, Pride of Portland, Bonneville, Capt. Courageous, Yellow Emperor, and other fine Ellis Originations, as well as many of the best new varieties from other sources.



Our "Glad" Home

This is the building where your orders are handled, where the bulbs are stored and from which they are shipped. It is built of concrete and hollow tile brick. The bulbs are well cared for in the large storage rooms and basements here. Only careful and expert help is employed.

If you want *Better Pansies* than your neighbors,
plant **The OREGON GIANTS**

Plant in August, September or October for your
spring pansy beds

Plant in the Spring for your summer and fall beds

(We do not list the separate colors nor mail pansy plants.)

Your flower-loving friend would appreciate a Christmas
present of a packet of OREGON GIANT PANSY SEED.

The Oregon Giants

FINEST FLORISTS' MIXTURE

600 Seeds\$1.00
1 Ounce15.00
1/2 Ounce 7.50
Trial Packet,
175 Seeds35

This wonderful strain of Giant Ruffled Pansies was originated by Mrs. Merton G. Ellis, and has in just a few years become world famous. The immense blooms are of wonderful shades and coloring beyond all description. They have very heavy texture and sweet fragrance. They stand erect on very long strong stems and, cut with their very luxuriant foliage, just a few blooms arranged properly make a gorgeous display.



SUGGESTIONS FOR MARKETING PANSY PLANTS

People in general want to buy pansy plants in the spring and there is small retail demand for them at other times, so seed must be sown with this in mind.

There is demand for small plants with from four to six leaves early in the spring. They stand transplanting well and customers will obtain splendid results from them.

There is even greater demand for **blooming** plants in the spring though they will not stand transplanting as well. They look so attractive put up twelve to the pansy basket, each plant bearing a giant bloom. Each plant should be wrapped separately with newspaper around the roots but not covering up all the foliage. Early in the spring these baskets sell for 90c or \$1.00.

Often it pays better to wrap 50 or 75 plants separately and place them in a peach tray, letting customers select the plants they wish. They sell readily for five or ten cents each. People are willing to pay for the best. Later in the season the price is less.

Although there is a great demand for pansy plants, yet there is also much competition on public markets, etc., so it is important to have **BETTER PANSIES** than the others have.

In digging pansies for market it is important to wait until a plant has had a bloom wide open for at least a week. The blooms increase in size greatly after first opening, especially in the spring. It sometimes takes patience to wait for them, but it pays.

There is also good demand from florists for small pansy plants, transplanting size, in the fall. Some amateur gardeners also realize that it is better to buy small plants in the fall than blooming plants in the spring but in general the public buys the blooming plants.

CULTURAL DIRECTIONS

It is a very satisfactory plan to make several sowings of seed, so the pansies will be at their best at different times.

In most climates best results are obtained by planting pansy seed in **August** or early **September** for early spring blooms.

If seed is planted in **October**, it is safer not to transplant the seedlings until spring, for in most climates, they will not have time to become well established before the freezing weather sets in.

Spring Planting is desirable in climates too severe for the safe wintering over of plants. These should bloom profusely all summer, but will produce their largest blooms in the fall or during a cool rainy spell in summer if there should be one.

Sow the seed thinly in seed-boxes or flats and sift just enough soil (and peat moss, if available) over the seed to **barely** cover them. Then firm the soil by pressing it with a flat board before sprinkling. Sprinkle twice a day or often enough so that the seed **never** dries out. **Cover** with a cloth or lath frame until they have germinated well. If the seed is planted in the spring a glass frame hastens germination and growth. Seed should germinate in from seven to fourteen days, depending upon conditions.

The seed beds should be protected during heavy storms or the tiny seedlings will be beaten down and perhaps ruined. More people fail to get good germination through sowing their seed too deep or letting it dry out than any other causes, so especial care should be taken in regard to that. But damping off may result if kept **too moist**, so it is better to sprinkle often rather than a great deal at a time. The shading with some kind of frame is also important because then they will not dry out so fast and there isn't so much danger of neglecting to sprinkle often enough.

Transplant when the seedlings have three or four leaves if weather conditions are favorable. Better let them become a little crowded than to transplant during a hot dry spell. Fall seedlings should be planted out in the open where they will get plenty of sunshine and where they will remain for spring blooming unless the winter is apt to be extremely severe. In such places they may need the protection of cold frames but pansies will stand even some zero weather if protected by straw or peat moss placed around (not over) the plants. Pansies that weather it through the winter out in the open will make the sturdiest plants and produce the largest, finest blooms in early spring.

Pansies that are transplanted in the spring for summer blooming, do well on the east side of some building where they will get the morning sun but not the hot afternoon sun. The north side gives pansies too much shade for good results.

Plants that are being grown for spring sales, may be set about six or eight inches apart in the row and the rows may be about fifteen or more inches apart, depending upon what method of cultivation is used. If the plants are to remain all summer, they should be set at least a foot apart in the row.

Pansies want rich soil. Well rotted cow fertilizer seems to be the best for pansies, although rabbit, sheep and horse manures are good, as well as bone-meal and other commercial fertilizers. Too much chicken manure is not advisable, as it has too much nitrogen. It is a good plan to enrich the soil well, several months before time to transplant the seedlings.

In cultivating, leave the bed flat. Some people have a tendency to cultivate, raking the soil away from the plant so that each plant is left sitting on a little mound and this is apt to leave the side roots exposed. Rake the soil toward the plants; **not away** from them. Always cultivate the next day after irrigating, leaving the soil loose. This dust mulch helps to conserve the moisture, and it is not necessary to irrigate so often.

MRS. MERTON G. ELLIS

CANBY

(Closed on Sundays)

OREGON

The OREGON GIANTS

Finest Giant Ruffled Pansies

The Strain That Does Not Disappoint

Originated
and
Grown by

MRS. MERTON G. ELLIS
C A N B Y . . . O R E G O N



ACTUAL SIZE — Photo taken late in July, during hot weather—quite a severe test for pansies. This strain has the reputation of keeping the size of the blooms during the summer exceptionally well. However, during cooler weather, in spring and fall, they are considerably larger, many reaching a diameter of three and a half inches and over. We have had them reach four inches but that is only in the most ideal pansy weather. They commonly reach that size in Alaska, our customers report.

Increase Your Income by Selling
**BLOOMING
PANSY PLANTS**
IN THE SPRING

for which there is limitless demand
if you avoid competition

by growing

The OREGON GIANTS

A TIP TO *Glad Growers*

ARRANGEMENTS have been made with the printing firm which is turning out the finest pictures in colors that we have ever seen, to make cuts for the printing of a number of the Ellis Glad Originations in colors. Several have been photographed already, with a number more to be taken as the season progresses. This means that these originations will be quite highly advertised in the next few years and that the growers who stock early will be reaping a real profit; also that a number of the pictures will be available for use in their catalogs.

Thus far Ellis Originations have traveled simply on their merits, with hardly any advertising at all, and several of them have traveled far at that. They have won dozens and dozens of blue ribbons at various state shows and shows of equal or greater rank, some sweepstakes ribbons, a Championship at the Century of Progress, and have been largely the cause of our winning medals and sweepstake and grand sweepstake cups. They have caused a real furore among Glad Fans.

Recently one of the foremost writers of New York writing for the magazines on the best new Glads, wrote us a letter from which we quote the following paragraph:

"In my opinion the Ellis Originations you have turned out in the past few years can safely hold their own with those of any other hybridizer in this country or abroad. The percentage of really good ones is surprisingly high, and as they performed for me without any special coddling many of them were much better than others that have been widely publicized."

We could fill several folders of the size of this one with excerpts from the many fine letters received praising Ellis Originations.

On the other side of this folder we are pricing several of the newer Ellis Originations. These prices will not be changed through this selling season. And as to New Era we cannot give overcount or gratis of this one, owing to agreement with the introducer. In the past we have given freely of many fine varieties in gratis and overcount in the filling of orders and shall continue to be quite liberal, but cannot with New Era.

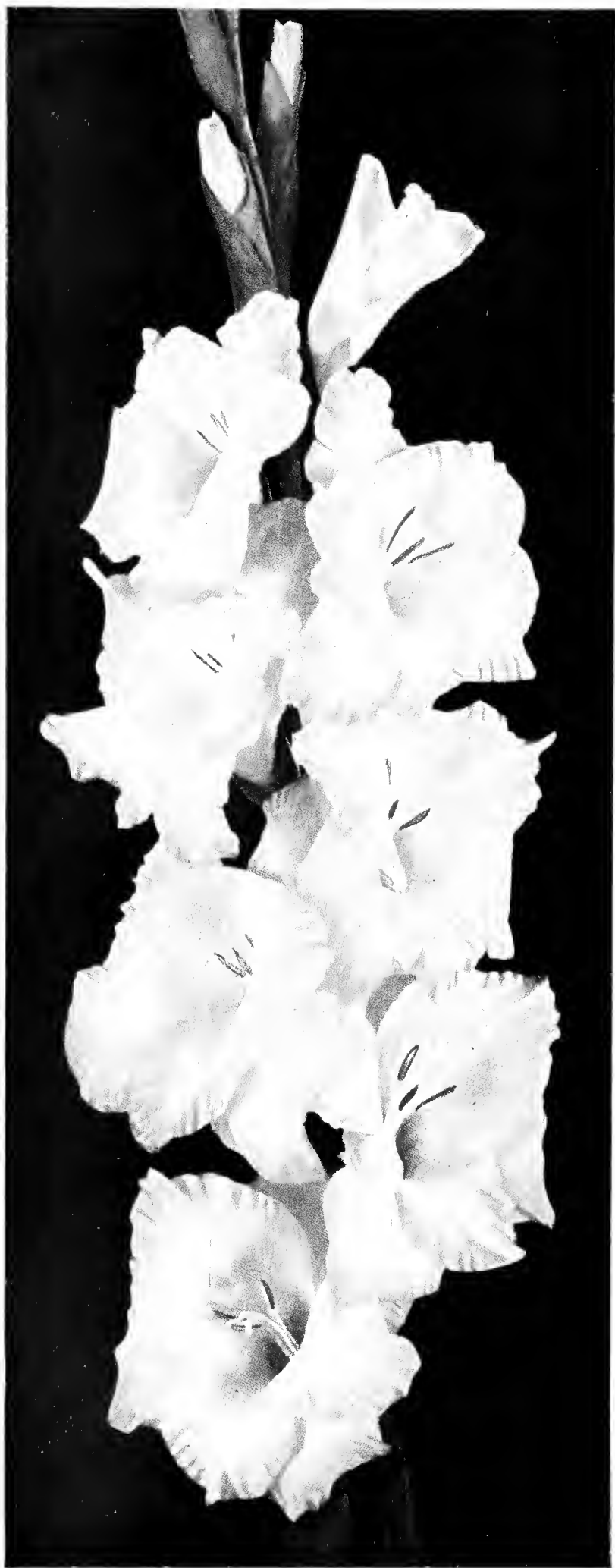


MERTON G. ELLIS,

Owner and Manager
of the

Merton G. Ellis Bulb Gardens,
at Canby, Oregon,
and

Originator of Golden Chimes,
New Era, and many other
Word-famous Glads.



NEW ERA